

Application No. 09/960,231

AMENDMENTS TO THE CLAIMS

A detailed listing of all claims that are, or were, in the present application, irrespective of whether the claim(s) remains under examination in the application are presented below. The claims are presented in ascending order and each includes one status identifier. Those claims not cancelled or withdrawn but amended by the current amendment utilize the following notations for amendment: 1. deleted matter is shown by strikethrough for six or more characters and double brackets for five or less characters; and 2. added matter is shown by underlining.

1. (Currently Amended) An interactive video advertisement package for delivery over a broadcast interactive television medium comprising:

an initial real time, predetermined video advertisement segment deliverable over the broadcast interactive television medium, the initial video advertisement segment having a plurality of selectable zones, each selectable zone representing an area defining a portion of a video display receiving the broadcast interactive television medium which a viewer watching the video display may select by operation of an interactive mechanism operably connected to the video display; and

a plurality of selectable, predetermined video advertisement segments, each selectable video advertisement segment corresponding to one of the plurality of selectable zones and selectively delivered to the viewer on the video display in direct response to selection by the viewer of that zone, and wherein at least one of the selectable zones corresponds to a storyboard including a plurality of selectable, predetermined video advertisement segments, each of which[[ that]] presents a part[[s]] of a storyline.

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2. (Original) The interactive video advertisement package of Claim 1, wherein each selectable zone and corresponding advertisement segment correspond to the same product or service.

3. (Original) The interactive video advertisement package of Claim 1, wherein each selectable zone and corresponding advertisement segment correspond to a different product or service.

4. (Original) The interactive video advertisement package of Claim 1, wherein each selectable zone and corresponding advertisement segment corresponds to a promotion by a different company.

5. (Currently Amended) The interactive video advertisement package of Claim 1, wherein unselected selectable zones are represented by[[ a]] picture-in-picture windows.

6. (Original) The interactive video advertisement package of Claim 1, wherein a real time picture-in-picture window selectable zone appears displaying real time video programming while the viewer is viewing an advertisement segment in cyber time, and wherein the viewer is returned to real time programming in direct response to selecting the real time selectable zone.

7. (Currently Amended) An interactive video advertisement package for delivery over a broadcast interactive television medium comprising:

an initial real time, predetermined video advertisement segment deliverable over the broadcast interactive television medium, the initial video advertisement segment having a plurality of selectable zones, each selectable zone representing an area defining

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a portion of a video display receiving the broadcast interactive television medium which a viewer watching the video display may select by operation of an interactive mechanism operably connected to the video display; and

a plurality of selectable, predetermined video advertisement segments, each selectable video advertisement segment corresponding to one of the plurality of selectable zones and selectively delivered to the viewer on the video display in direct response to selection by the viewer of that zone wherein at least one of the selectable, predetermined video advertisement segments presents a part of a storyline.

8. (Currently Amended) A method of presenting an interactive video advertisement package over a broadcast interactive television medium comprising:

simultaneously delivering an initial real time, predetermined video advertisement segment to a plurality of viewers over the broadcast interactive television medium, the initial video advertisement segment having a plurality of selectable zones, each selectable zone representing an area defining a portion of a video display receiving the broadcast interactive television medium which a viewer watching the video display may select by operation of an interactive mechanism operably connected to the video display;

providing a plurality of selectable, predetermined video advertisement segments, each selectable video advertisement segment corresponding to one of the plurality of selectable zones, and wherein at least one of the selectable zones corresponds to a storyboard that comprises a plurality of selectable, predetermined video advertisement segments that present parts of a storyline; and

in response to selection of a selectable zone by one of the plurality of viewers, directly delivering the corresponding selectable video advertisement segment to that viewer.